

BRAAI IS
SOUTH AFRICAN
BBQ!

WHAT IS BRAAI

PRONOUNCED
"BRYE"

BEFORE THERE WAS BARBECUE, THERE WAS BRAAI...

The earliest archaeological evidence of barbecue (Braai) is found in South Africa. On September 24th of each year the country celebrates Heritage Day, which in 2007 was renamed Braai4Heritage as a testament to its cultural importance to South Africa.

Unlike barbecues, which are mainly reserved for the warmer months in many parts of the world, South Africans braai all year round in any type of weather!

BUT WAIT—WHAT IS BRAAI?

Braai is a noun, a verb, a way of life.

“Braai” can refer to the grill, the meal, the act of cooking said meal or an event in which everyone gathers around the fire. A proper braai only uses wood as the fuel source, which allows the smoke to envelope meat, fish and veggies alike. Braaing takes time, providing the opportunity for everyone to gather around the fire and enjoy each other’s company as the food slowly cooks to perfection (alongside some great wine of course!).

Traditional braais include of a plethora of meat ranging from steaks and boerewors (sausage) to chicken and lamb. However, over the years fish and side dishes have also become standard fixtures. Braaibroodjies (South Africa’s answer to a grilled cheese!) are a favorite among vegetarians and carnivores alike.

While there are many different ways to braai, and endless options of protein to braai, one underlying trait remains—the camaraderie of sipping wine around the open flame enjoying the company of friends as the meal cooks.



Braai (pronounced “Brye”)

Noun 1. A meal cooked over an open fire outdoors. 2. A casual get together where food is prepared in this fashion. 3. An outdoor appliance on which food can be grilled.

Verb (braais, braaiied, braaing) to grill food over an open fire. [Afrikaans]



WE ARE PASSIONATE ABOUT BRAAIING, WHICH PROMPTED OUR MISSION TO NOT ONLY SHARE THE CONCEPT HERE AT HOME BUT ALSO TO CRAFT WINES THAT CAPTURE ITS SPIRIT. WE WANTED THE PERFECT WINES TO POUR AT OUR OWN BRAAIS!

